

ALI AMMAR

Media Agency

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Public Health Society, Lahore

www.ialiammar.site

SUMMARY

Versatile digital creator and software engineering student dedicated to helping businesses establish a powerful online presence. Specializing in transforming physical operations into thriving digital enterprises through a strategic blend of web development, dynamic video editing, and comprehensive branding. A proactive problem-solver combining technical coding skills with visual storytelling to make brands visible, engaging, and impactful.

SKILL

- Web Development
- Brandings
- Video Editing
- Digital Strategy
- Content Creation
- Videography

LANGUAGE

Urdu

English

CREATIVE SOFTWARE

- Adobe Premiere Pro]
- Adobe After Effects
- Adobe Photoshop,
Illustrator

EXPERIENCE

Present
Self-Employed

Freelance Digital Consultant & Creator

- Partner with clients to transition their physical businesses into fully realized digital brands.
- Provide end-to-end digital solutions, including custom web development, social media management, and cohesive graphic design.
- Produce and edit high-quality video content and multimedia assets to drive digital presence and audience engagement.

2025 - 2026
EDG FUTURE

Video Editing Intern

Collaborated on video production projects, applying creative editing techniques to assemble raw footage into polished content.

EDUCATION

Sep 2024 - Expected
2028

BS Software Engineering

Lahore Leads University
(Wapda Town Campus)

2022 - 2024

FSc Pre-Engineering

KIPS College
(Thokar Campus)

CERTIFICATIONS & TRAINING

Graphic Design Certification:

- Hunarmand Punjab Program

Web Development Training:

- Completed comprehensive online coursework in web fundamentals.